

**AGENDA**



**Recommendation for Council Action**

Austin City Council	Item ID	17810	Agenda Number	21.
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Meeting Date:	9/27/2012	Department:	Austin Convention Center
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Subject

Approve a resolution adopting the Austin Convention and Visitors Bureau 2012-2013 Marketing Plan and Proposed Budget of \$11,268,530, setting the contract payment in an amount not to exceed \$9,586,280 for 2012-2013, and authorizing the City Manager to file the approved documents with the City Clerk's office as required by the Texas Tax Code.

Amount and Source of Funding

Funding in the amount of \$9,586,280 is available in the Fiscal Year 2012-2013 Proposed Operating Budget for the Tourism and Promotion Fund. Funding for the remaining \$1,682,250 ACVB Budget is available from private sector revenue sources.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	
For More Information:	Bob Lander, Executive Director, ACVB, 583-7201; Mark Tester, Director, Austin Convention Center Department, 404-4040
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

The Austin Convention and Visitor's Bureau (ACVB) submitted its Marketing Plan and Budget for Fiscal Year 2012-2013 to the City as required by its contract.

This action approves the 2012-2013 ACVB Marketing Plan and Proposed Budget in the amount of \$11,268,530 for Fiscal Year 2012-2013 and sets the City's payment in amount not to exceed \$9,586,280. Upon approval of this resolution, the ACVB contract will incorporate the newly approved ACVB Marketing Plan and Budget. By including the documents set out below with this RCA, these documents are being filed with the City Clerk as required by Section 351.108 of the Texas Tax Code.

ATTACHMENTS:

- (1) 2012-2013 ACVB Marketing Plan
- (2) Proposed Fiscal Year 2012-2013 Budget for ACVB
- (3) 2012-2013 Tourism and Promotion Fund